

ABSTRACT OF DISCLOSURE

Sub 2 When the bit rate of the moving picture data is changed, and the moving picture data is newly produced, to quickly realize the moving picture data production without decoding the moving picture data, and without generating the image quality deterioration due to the motion compensation error. The non-compression moving picture data is an input, quantization means, and rate correction data producing means for producing the rate correction data which is the data to be used at the time of bit rate change, are provided, and the moving picture data having together the rate correction data other than the normal moving picture stream is produced. Thereby, by selecting and replacing the rate correction data whose bit amount is different in the input moving picture data, by adjusting to the objective bit rate, the bit rate is changed and the moving picture data can be quickly produced without decoding the moving picture data.